

# CC LAWTHON<sup>M.Ed.</sup>

## Strategic Learning Experience Architect

I architect quests that become mental landmarks, stories that spark insight, and systems that shift outcomes — because curiosity isn't a bonus, it's the blueprint.

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### Architectural Overview

I'm a Strategic Learning Experience Architect who designs immersive, story-driven systems that change how people learn — and how organizations think about what's possible.

From K12 to corporate, I've built ecosystems that unlock real outcomes: literacy gains up to 125%, onboarding systems that use immersive application to increase retention and quality, and learners who are engaged from within — not just from above. My medium? Games. Stories. Systems. Not as decoration — but as the infrastructure for transformation.

I translate between tech, design, learning science, psychology, and operations — building bridges where real learning can finally happen. I'm not here to “fill a role.” I'm here to catalyze change that endures — whether through story-rich learning systems, strategic enablement, or world-class experiences — I build the architecture for real transformation.

Whether your goals are clear or still evolving, I can help identify what matters, design the path forward, build the system to get there, and make the journey worth remembering.

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### Modi Operandi

**Metaphoric Ecosystems** – crafting learning environments structured as rich, interconnected systems so learners are immersed and invested.

**Narrative & Quest Design** – using stories and game-style journeys, and embedding proven cognitive learning methods within them, to make learning memorable.

**Transformation Metrics & Systems Thinking** – focusing on real outcomes through researching, strategic planning, measuring impact, and designing for change.

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## Metaphoric Ecosystems for Learning Design

I created a proprietary design framework that weaves immersive metaphors, experiential design, and conceptual narrative into scalable systems. MELD bridges emotional engagement and instructional integrity — crafting learning that’s not just measurable, but memorable and transformational.

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## Strategic Pillars of Power



### K12 Education

From early childhood exploration to empowering high schoolers in college and career choice, I build immersive learning systems that spark curiosity and deepen understanding. Leveraging learning science, EBP’s, and narrative mechanics, I transform curriculum into experiences that fuel outcomes in literacy, math, SEL, and metacognitive growth.

- 👉 Designed AML-007: a spy-themed animated series increasing ELA proficiency by 125%
- 👉 Created EchoSpark Isles: a narrative game world for ELA + Math intervention, with students gaining 1–3 grade levels on standardized tests
- 👉 Developed The Luminary Games: WoW-style RPG embedding full 6–8 grade curricula + critical thinking via quest-based storytelling



### Strategic Training & Development Architecture

From onboarding to Lean transformation, I build internal systems that empower humans to perform — and teams to scale. Using design thinking, behavior science, and immersive storytelling, I create learning experiences that train, transform, and take root.

- 👉 Led onboarding overhaul at Boeing: modernized delivery, embedded real-time application, improved retention + quality
- 👉 Built Lean workflow training + change management systems impacting 32 self-directed teams
- 👉 Co-led Boeing’s transition to autonomous work teams across AZ, resulting in \$200K–\$6M annual savings per team



## Strategic Enablement & Legacy Modernization

I don't just digitize — I re-architect. Whether transforming century-old industry handbooks, printed playbooks, or building scalable sales learning platforms from scratch, I design systems that deliver clarity, performance, and outcomes. Bonus: Intuitive UI/UX and WCAG built in

- ✍ Reimagined Furniture Facts (est. 1920s) into interactive apps, animated content, resource guides, and market readiness tools -- all cross referenced + analytics
  - ✍ Built Road to Selling Success® at SRI: a strategic pathway program for high-performing sales -- from novice onboarding to professional leveling up --from print binders to full digital learning systems with custom analytics
  - ✍ Brought leadership content to life using custom metaphors and branded narrative assets, and a path of their own to mentor sales staff to success
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## Architect's Folio & Landmarks

 [Embark on my “resume reimagined as map quest” adventure!](#)

 [Discover my skills in an RPG flavored Trading Card Game!](#)

 *K-12 Learning Architecture*

**Case Study:** [Animated Series Levels Up ELA Content](#)

**Highlight:** [3D RPG Immersive 6-8 Math](#)

**Highlight:** [3D RPG Immersive 6-8 ELA](#)

**Concept:** [AR Cybersecurity School Scavenger Hunt](#)

**Concept:** [Quest: Cyber Safety 9-12](#)



*Corporate & Enablement Learning Architecture*

**Case Study:** [Selling Retail International — Road to Selling Success™ \(Immersive World\)](#)

**Case Study:** [A Unique Take on Management Training \(Manager's Edition\)](#)

**Case Study:** [Modernization of a Century Old Handbook + Transformation to Training System](#)

**Highlight:** [Revolutionizing Aerospace Training & Onboarding \(Whitewater Rafting Adventure\)](#)

[Click here to see a gallery of my diverse branded design styles.](#)

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## **M Architect's Strategic Mandala of MELD**

**The Core:** Learning Experience Architect — of Systems + Strategy + Content + Story

**Ring of the Adept:** 6-phase Strategic Learning Architecture Cycle

**Ring of the Ascendant:** Dynamic Upflow of Continuous Improvement & Strategic Scale

**Halo of the Sage:** Fire, Earth, Air, Aether — realms of applied wisdom

### **❶ Discovery & Needs Analysis**

🕒 Data, interviews, gap analysis, root cause, performance needs

- Needs analysis
- Gap analysis
- Stakeholder interviews
- Data mining
- Learning analytics
- Root cause analysis
- Target audience, demographics, inclusion & accessibility (WCAG)

### **❷ MELD Strategy & Design**

🕒 Curriculum modeling, pathway mapping, modality planning, frameworks (SAM, UDL, ADDIE, DOK, Bloom)

- Research & planning for audience, culture, accessibility
- Narrative, Metaphor, Immersion strategy/structure
- Modality selection (ILT, VILT, microlearning, simulation, game world, etc.)
- Branding, cross-platform consistency (web, LMS, sims, games, etc)
- Content systems design (LMS, LXP, scalability)
- Proactive (built-in) change management
- Storyboarding & scenario design
- Learning pathways, Content mapping
- UDL, SAM, ADDIE, AGILE, etc.

### ③ Learning Asset D & D - Architecting the System

🕒 content systems development, design ↔ dev project management, eLearning, microlearning, simulations, resources & supplements

- Instructional development
- Learning experience content D&D
- Learner dashboard or LMS hub D&D
- Training admin dashboard, analytics HUD
- eLearning production
- Cross-disciplinary project management
- Testing, pre-release iteration & builds
- Cross-platform assets, resources, toolkits
- Tools for authoring, designing, & building & AI-enabled content generation
- + Data & Analytics activation: IT collab - connect learning system to enterprise - authentication, completion tracking, analytics reporting)

### ④ Launch, Delivery & Facilitation

🕒 Game World, simulations, web, ILT, VILT, LMS or self-paced modules, asynchronous, experiential workshops, executive facilitation, all-staff summits, process facilitation & more!

- Launch Event, keynote reveal
- Training rollout / access
- Workshops, seminars, retreats
- Team-building facilitation
- Process facilitation
- Leadership coaching, executive sessions

+ Motivation & Curiosity Included — since I strategically developed it with the most effective delivery methods for your needs.

### ⑤ Measurement, Impact & Analytics

🕒 Kirkpatrick, A/B testing, performance metrics, learning impact analysis, continuous improvement

- Kirkpatrick evaluation, A/B testing
- Completion rate tracking
- Analytics dashboards
- Business performance metrics

- Learning impact analysis
- Continuous improvement cycles

+ My analytics continue long after training is complete. I use operational KPIs to validate whether training drives measurable ROI in behavior & performance gains. Possibly the most vital piece in DMAIC to effectively iterate improvement, continually optimize training processes — especially in planning for scale.

## ⑥ Change, Adoption & Scale-Up

📌 stakeholder adoption, rollout strategy, change communication, strategic event planning, team development

- Change management (for scale, and unforeseen adoption resistance)
- Communication planning (internal / external)
- Strategic event planning
- Culture engagement initiatives
- Cross-functional implementation

Note: This is embedded in #4, and is a precursor to #1 for initial builds

**The Mandala isn't linear—it's adaptive—as my elemental auras of capability infuse my architecture with the power of these rich resources.**

- 🔥 I ignite inspiration
- 🌍 I ground it in evidence
- 🏗️ I architect it into systems
- ✨ I transform it to resonate with humans

## Elemental Resource Chart:

### 🔥 Fire of Creativity & Engagement

Creativity, Story, Narrative, Metaphor, Design Relevance, Game World Vision, Sparking Curiosity & Engagement, Experience Spark

### 🌍 Earth of Learning Science, Learning Psychology, & EBP's

Learning Science, Instructional Design, Standards, Evidence, Clarity & Instruction

### 🏗️ Air of Systems and Strategy

Strategy, Systems Thinking, Scalability, Change Leadership, Vision & Structure

✨ Aether of Culture, Insight, Communication, & Transformation

Story Energy, Human Insight, Empathy, Insight, Connection, Culture, Story, Facilitation Energy, Human Transformation, Meaning & Transformation

**All the while, the Ring of the Ascendant is spiraling upwards with continuous improvement and strategic iteration as I adapt to the everchanging tectonic shifts.**

## **Tech Toolkit**

### **Digital (Metal)**

#### **Adobe Creative Cloud**

Illustrator, Photoshop, Indesign, Audition, PremierePro, AfterEffects, Express, XD, CharacterAnimator, Substance 3D, Dimension, Mixamo, Dreamweaver, + Firefly

#### **Instruction | Training | Curriculum**

**Corporate:** Adobe Captivate, Camtasia, Articulate 360 (Rise, Storyline), Canva, LMS (Canvas, Adobe LMS, TalentLMS, Salesforce, Web-Based, Custom / Proprietary LMS, Tailored LMS Design & Development)

**K12:** Amplify-Polypad, PearDeck, Nearpod, IXL, Clever (+ all Clever apps), all Educational LMS (Canvas, Google Classroom, etc), SCORM/xAPI, + any educational software

#### **Game Development | Game Design | Animation**

Godot, Unity, GitHub, Construct 3, PlayCanvas, Blender, MakeHuman, Autodesk, Character Animator, + others for specific design/dev cases

**Google:** Sheets, Slides, Docs, Keep, Forms, Scripts, APIs, Maps, Earth, Meet, Gemini, Imagen, Nano Banana, et al.

**Microsoft:** Microsoft 360, VisualStudio-Code, Powerpoint, Word, Excel, Teams, OneNote, Planner, Sharepoint, et al.

**Apple:** Certified Apple Teacher, Apple Developer, Pages, Numbers, Keynote, Automator, iMovie, Garage Band, and all Apple OS/iOS

**Typeface & Font:** FontForge, Adobe Fonts, Google Fonts, All Open-Source Font Sites / Apps, WCAG, Sec 508

**Media Production:** All Slide Deck Creation Apps, Premiere Pro, AfterEffects, iMovie, Loom, Handbrake, VLC, Firefly, Runway, LumaAI, Blender, Audition, Garage Band, Suno, ElevenLabs, some Autodesk 3D, Any Video or Audio Editing Software, Color Management + WCAG

**If it's not on the above list, give me a week — I am a quick study!**

### **Creationary (Ashspark)**

Immersive Game World Building, Presentations Design / Writing / Development, Video Production & Editing, Audio Engineering, Multimedia Content Development, Branding, Style Guides, LMS Organization, Gamification, Interactives, Resource Apps, HTML/CSS & Web Design, Storyboarding, Narrative Development, Technical Writing / Clarification, Revision / Restyle / Retone, AR-VR Adventures, 2D & 3D Game Modules, Learning Modules, Curriculum Enhancement, Legacy Modernization

### **Strategic Understanding & Methodology (Air)**

#### **Methodologies**

Andragogy, Adult Learning Theory, Learning Psychology, Leadership Coaching, Executive Collaboration, Development, Instructional Design, Differentiated Instruction, Universal Design for Learning (UDL), Evidence-Based Practices (EBPs), The Science of Reading, K-12 Intervention, Literacy Development, Assessment Design, Standards Alignment, Data-Driven Instruction, Virtual Learning, Online Learning, Hybrid Learning, Blended Learning, Modern Classroom Model, Social Emotional Learning (SEL), Digital Citizenship, Cybersafety, Family and Staff Wellness, Professional Development (PD), Teacher Training, Staff PD, Academic Counseling, Technology-Enhanced Learning Design, Educational Consulting, Pedagogy

#### **Instructional Design**

ADDIE, SAM, UDL, Bloom's Taxonomy, Webb's DOK, adult learning theory, experiential learning, curriculum mapping, storyboarding, scenario design, assessment development, Instructional Systems Design (ISD), Design Thinking, Agile, immersive games, narrative, immersive metaphor, AR experiences, simulations, walkthroughs, and more

#### **Delivery & Facilitation**

eLearning, instructor-led training (ILT), virtual instructor-led training (VILT), webinars, asynchronous learning modules, job aids, microlearning, small-group learning, large-scale facilitation, sitewide sessions, process facilitation, keynotes, executive facilitation, leadership coaching, C-Suite briefings, workshops, seminars, development, team-building facilitation, events, retreats

#### **Measurement & Analytics**

Kirkpatrick evaluation, A/B testing, Data-Driven Learning Strategy, needs analysis, gap analysis, learning analytics dashboards, performance metrics, learning impact analysis, continuous improvement cycles, kanban, kaizen, scrum, 5S, data mining

#### **Collaboration & Change Management**

SME facilitation, stakeholder engagement, Agile/Lean collaboration, change adoption and rollout,



cross-functional project leadership, Lean process improvement, continuous improvement strategy and rollout, strategic event planning, team development strategy, autonomous work teams, multi-discipline project planning & collaboration

## Soulborne (Aether - The Spirit of the Architect)

[View my Summoned Roles as a Web-Game on GitHub](#)

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## Foundations & Level-Ups



### Foundations

#### M.Ed., Pepperdine University Graduate School of Education & Psychology

##### **Master of Education Graduate Research Focus:**

Instructional Systems Design, Learning Science, and Learning Psychology

##### **Supplemental Certifications:**

*CLAD* — Crosscultural, Language, & Academic Development (Language Acquisition & Cultural Differentiation)

*California Clear Professional Multisubject & Single Subject Teaching Credentials* — Early Childhood through grade 9, 9-12 English, Intermediate Math

#### B.A., Pepperdine University Seaver College

**Bachelor of Arts Major:** English

**Minor Emphasis:** Broadcast Journalism, focus areas: World Languages, Art History



### Level-Ups

#### *Canvas LMS (15+ Certifications)*

- **Leadership & Admin:** Global Navigation, Data & Analytics, Reports, Calendar, Grade Distribution
- **Instructional Design:** UDL, Accessibility (WCAG), Mobile App UX, Course Engagement
- **Schoolwide Use Cases:** Library & Resource Center, Schedule/Agenda Design, Comms Strategy, Integrations (LTI): Office 365, Google Suite, Web Apps via API & Interoperability

#### *Magic School AI Certifications (7 Certifications):*

- AI Integration: Level 4 (Top Level)
- Student Use: Level 2 (Top Level)

- AI Image Generation with Adobe Firefly: Full Certification

#### *Crossover Skill Certs*

- Aptitude 95%
- AI Instructional Design 5 Stars
- English Language Native 100%

+

#### *Braintrust Approved Talent*

*Apple Developer | Apple Teacher Certification*

*Clever Champion (Highest Level Certification)*

*Iris Math Literacy*

*EiDi - Emotional Intelligence & Diversity Institute — Workshop Certification with Jorge Cherbosque, Ph.D.)*

*ITI - Integrated Thematic Instruction — Workshop Certification with Susan Kovalik (ITI is also known as the Highly Effective Teaching [HET] model)*

*Lindamood-Bell Certified (Literacy / Reading: Visualizing-Verbalizing, LIPS, et al.)*

*Ignite Success (Marsha Petrie Sue — on Site at Boeing, 5 Day Corporate Change Workshop w/ Certification for Change Management, Leadership, Facilitation/Conflict Management)*

#### *And Many Self-Motivated Adventures*

- Unity's Courses - All
- Godot's Tutorials & Courses - All (for 3.x and 4.x)
- Adobe XD Challenge - Create a Music App
- Adobe's Tutorials & Courses - All Ch, All XD, Multiple Others
- Mannnnny Others